

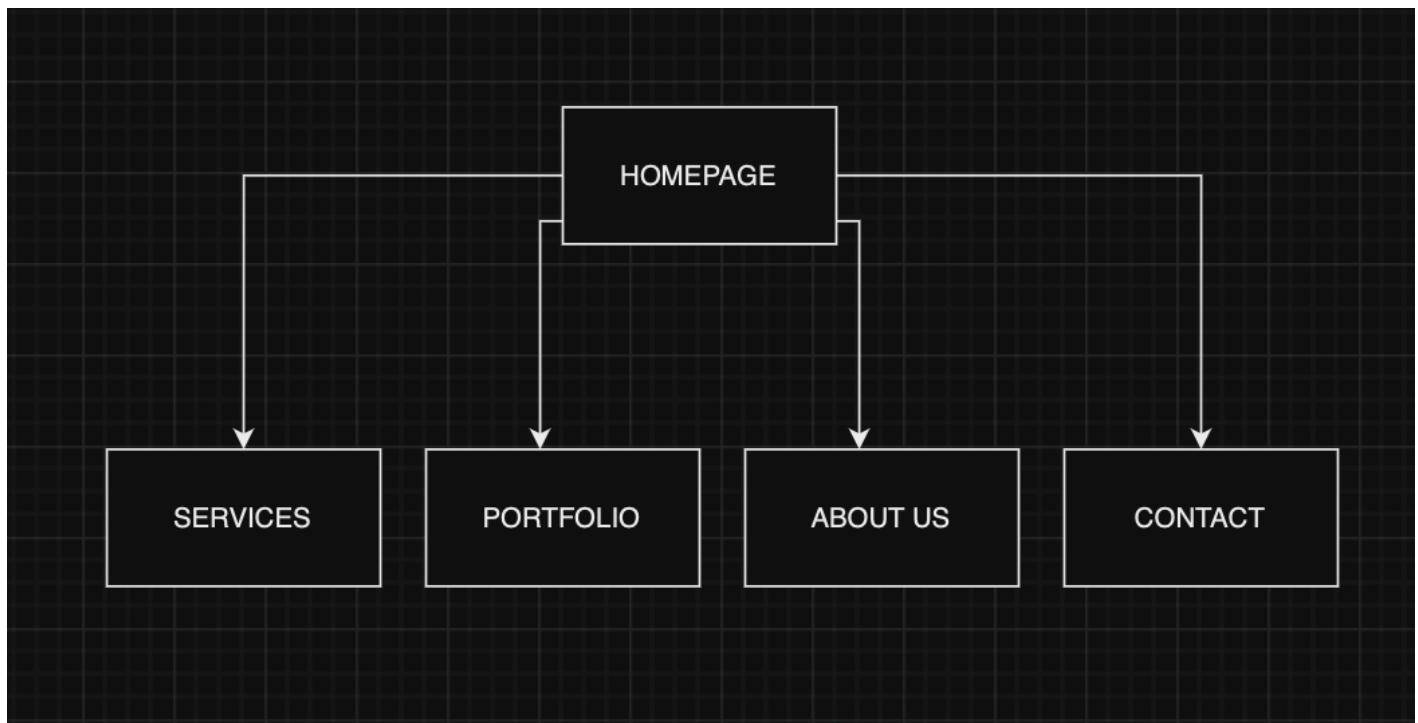
Task 1

Q1. I am going to re design Lianne's Makeup Artistry website.

The website for Lianne's Makeup Artistry serves as an online portal where clients can explore a variety of beauty treatments, including professional makeup, eyelash extensions, and nail services.

The primary aim of the site is to allow visitors to discover the full range of services provided and to facilitate the convenience of online booking. It is a digital destination designed for those looking to enhance their natural beauty.

Q2.



Q3. Style Guide

TITLE

LIANNE'S MAKEUP ARTISTRY

DROPODOWN
(FOR MENU SERVICES)

OPTION 1

OPTION 2

OPTION 3

DROPODOWN AT START

OPTION 1

OPTION 2

OPTION 3

ON HOVER

WHEN CLICKED

COLOUR PALETTE

#8BD0E6
PRESSED STATE

#F8F6E5

#000000

#F3DFDE
BACKGROUND COLOR

TYPOGRAPHY

Title text
FONT USED: OPTIMA
Colours: #000000

Main text
FONT USED: GILL SANS
Colours: #000000 & #ffffff

Button text
FONT USED: GILL SANS'
Colours: #000000 / #EDB3B0

BUTTONS

PRESSED STATE

HOVER STATE

PRIMARY BUTTON

PRIMARY BUTTON

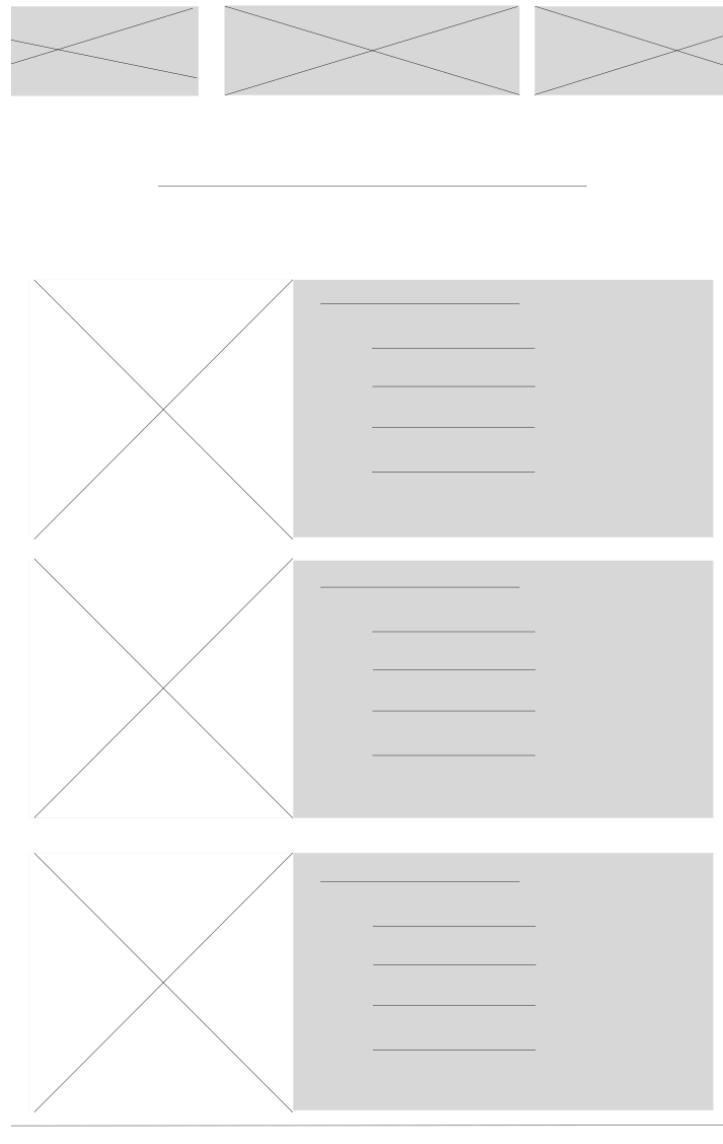
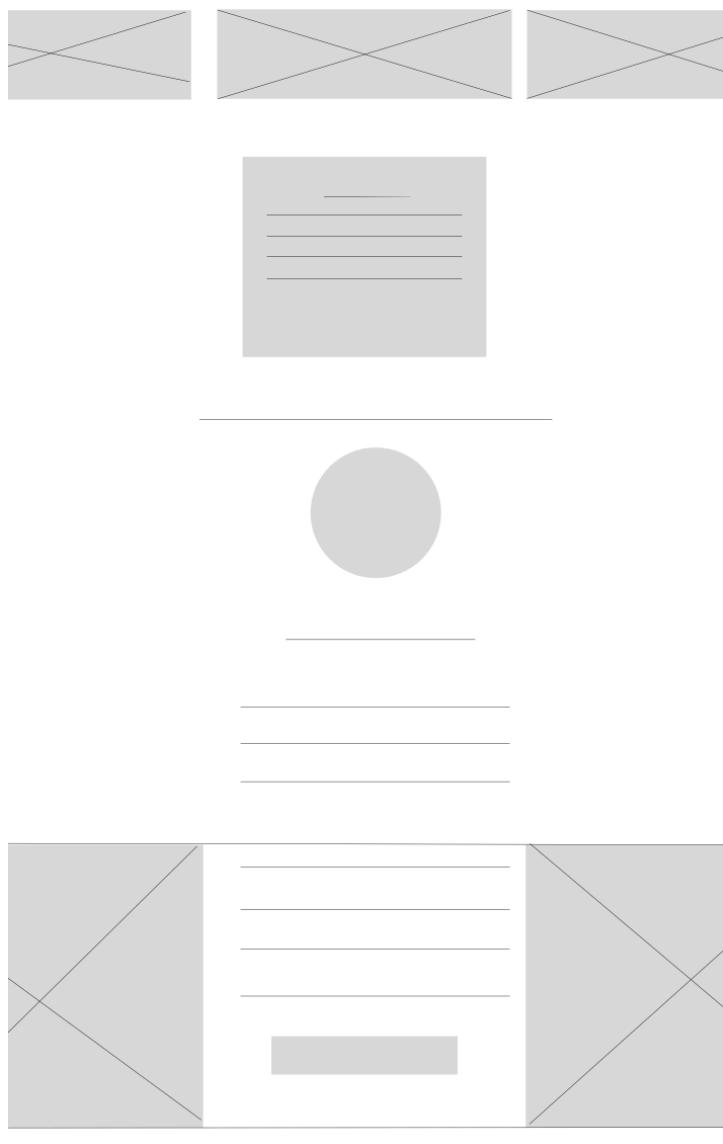
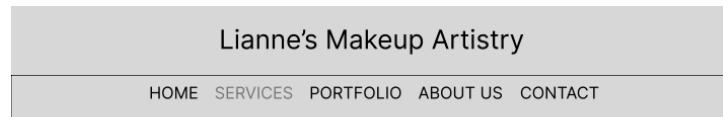
CONTACT BUTTONS

NAME

EMAIL

ADDRESS

Q4. Low fidelity wireframe

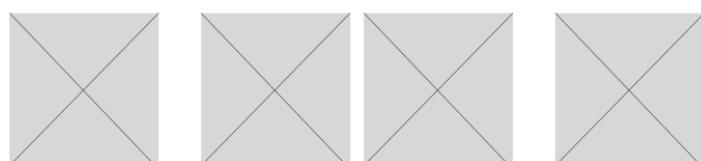
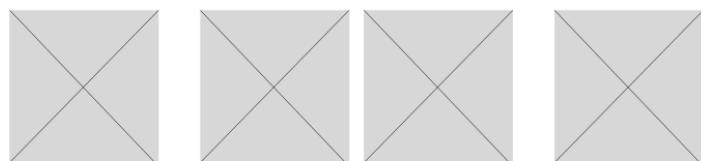
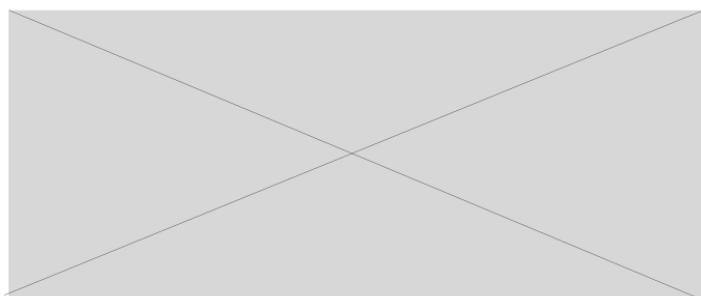
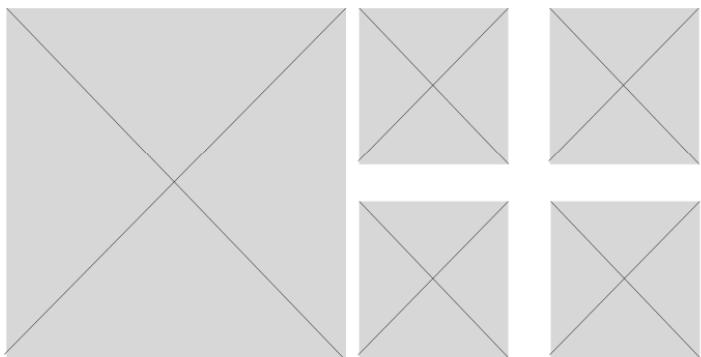


Lianne's Makeup Artistry

HOME SERVICES PORTFOLIO ABOUT US CONTACT

Lianne's Makeup Artistry

HOME SERVICES PORTFOLIO ABOUT US CONTACT



Lianne's Makeup Artistry

HOME SERVICES PORTFOLIO ABOUT US CONTACT

Medium Fidelity Wireframe

Lianne's Makeup Artistry

HOME SERVICES PORTFOLIO ABOUT US CONTACT



Image of makeup 1
Image of makeup 2
Image of makeup 3

ABOUT MY WORK

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Image of Beautician

Lianne Cutajar

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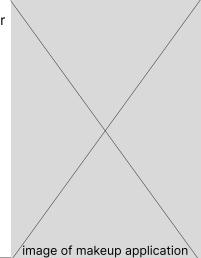
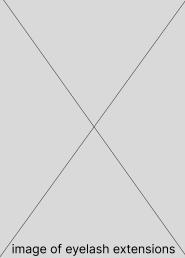


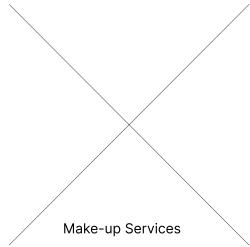
image of eyelash extensions
image of makeup application

SERVICES

Lianne's Makeup Artistry

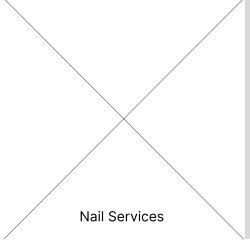
HOME SERVICES PORTFOLIO ABOUT US CONTACT

Service Offerings



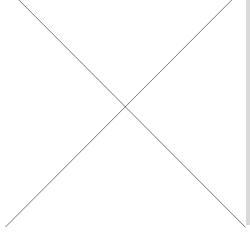
Make-up Services

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Nail Services

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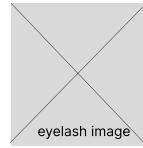
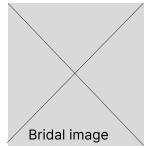
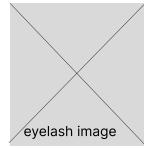
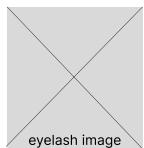
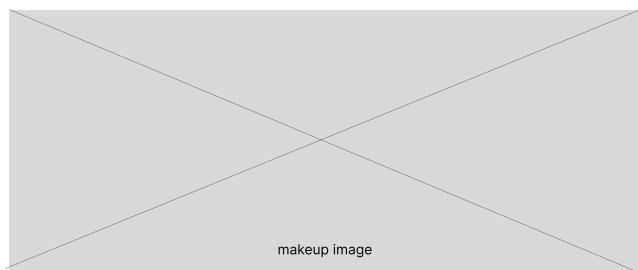
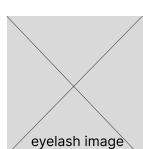
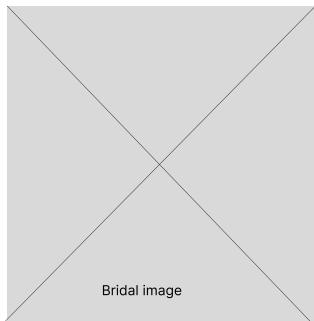
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About Lianne Makeup Artistry

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Get in touch

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Lianne's Makeup Artistry

HOME SERVICES PORTFOLIO ABOUT US CONTACT

Contact

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NAME

ADDRESS

EMAIL

PHONE

SUBJECT

WRITE MESSAGE HERE..

SUBMIT

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Q5.

User Persona



Sarah Fox

Age: 28
Occupation: Fashion Blogger
Location: Paris, France
Income range: 30k-40k

GOALS

Maintain a consistently glamorous and stylish appearance.

Find a salon that can provide trendy and Instagram-worthy beauty services

DESCRIPTION

She is well-dressed and always camera-ready, both in her daily life and online

She values aesthetics and strives for perfection in her appearance

PERSONALITY

Confident: Alex exudes confidence in her fashion and beauty choices

Creative: She enjoys experimenting with makeup and beauty styles

BRANDS

Alex tends to prefer high-end and luxury beauty brands ex.Laura Mercier

Sustainability and cruelty-free products are also important to her

FRUSTRATION

Salons that don't keep up with the latest beauty trends and products.

Difficulty in finding available appointments or booking online

User Persona



Jill Anderson

Age: 23
Occupation: Real Estate Agent
Status: Bride
Location: Paris, France
Income range: 20k-30k

GOALS

Flawless makeup look on wedding day

Clear skin and a glowy natural look

DESCRIPTION

She has oily skin

Has some redness on cheeks

PERSONALITY

Introvert and a bit shy

Perfectionist when it comes to appearance

BRANDS/APPS

Preferred makeup brands are MAC and Charlotte Tilbury

Preferred skin care brand is la roche posay

FRUSTRATION

Wants artist to be professional and serious

Doesn't like a long wait time

User Persona



Alex Taylor

Age: 40
Occupation: Finance Director
Location: Paris, France
Income range: 35k-45k

GOALS

Maintain a polished and well-groomed appearance despite a hectic work schedule

Find a one-stop salon that offers a variety of beauty services to save time

DESCRIPTION

She is dressed professionally during work hours and values a polished appearance

She appreciates a salon experience that allows her to unwind and recharge

PERSONALITY

Time-Conscious: She values efficiency and punctuality in her beauty treatments

Introverted: Sarah enjoys her alone time and finds relaxation in beauty services

BRANDS

She favors brands that offer loyalty programs or rewards for repeat customers

Sarah prefers reputable and well-established beauty brands known for their quality

FRUSTRATION

Lengthy or inefficient beauty treatments that waste her time

Chaotic or noisy salon environments that don't promote relaxation

Q6. IPO chart

FUNCTIONALITY	INPUT	PROCESSING	OUTPUT
Service Booking (schedule a session button in services page)	Service type, preferred date and time, customer details.	Validates availability, books appointment	Appointment confirmation
Contact Form	Client details	Validates existing phone number and email	Query or message sent to the artist
Contact button in home page	Pressed button to contact page	Directs to contact page	Arrives in contact page
View services button in home page	Pressed button to view the services page	Directs to service page	Arrives in service page
Get in touch button in about us page	Pressed button to contact page	Directs to contact page	Arrives in contact page
Submit button in contact page	Pressed button to submit form	Gets emailed to the artist	Email sent